

Retail / Shopping Center Marketing Ideas

1. Employee Discount Days - Given on selected days to local government employees, or all government employees and/or large private local employers, i.e. AB InBev; Philip Morris; NWS, etc. and advertise it through HR and MWR departments.
2. Chamber Business-After-Hours - (York County, Williamsburg, and/or Peninsula Chambers) under tent in parking lot with refreshments and gift card giveaways.
3. Live Radio Day Remote/Promotion - Held in parking lot with food, drinks, kids games, free giveaways. Shopping receipts may be turned in for raffle tickets for gift card drawing. Do a series of these with local stations - various events promoting different areas/stores.
4. Ladies Day - Free makeovers @ makeup counters. Spa treatments on site (i.e. free 5 minute foot or neck massage + coupon for discount @ the spa who works the event). Would be good advertising for spa. Discount on “girl” merchandise at all stores.
5. Back to School day(s) - Sport physicals offered for all localities. \$5 physicals in the parking lot for children going back to school who need PE forms filled. Local school bands/moon bounce/ice cream.
6. Golf Tournament Sponsors - Purchase their giveaways from member stores... then they pass out free golf game tickets with purchases.
7. Public Raffle - Sponsor raffle for \$500 open to public. Advertise it on radio. Example: For each receipt turned in or for each \$___ you spend you get 1 ticket.
8. Radio stations - Offer extra shopping discounts to employees for free advertising.
9. Battle of the Restaurants/Food Tasting – Various restaurants offer discounts (or free) items with proof of purchase. Or onsite Cook-Off contest.
13. Senior Day - Health day with blood pressure checks, senior discounts, etc. Advertise to retirement living facilities.
14. Health Series - Host health screenings for seniors, including Medicare info and updates.
15. The Real Santa - (like old Miller & Roads) – Could be a colonial Christmas (with CW cooperation), craft for kids, store window decorations. Make it a Christmas destination. Attention to detail. Must be big! Fashion shows, tea room, Rudolph cake, Coleman’s nursery type displays, etc.
16. Benefit Walk - Breast cancer walk/run in parking lot.

17. Coupon Mailings - Obtain various local mailing lists, send out coupons for stores.
18. Tiered Spending Deals - i.e. every \$10,000 spent the store/complex buys a computer for a local school, coordinate with the PTA.
19. Car Wash - Provide materials for car wash that raises \$\$\$ for local school.
20. Gas-saving Tips Workshop – Hold in parking lot, in conjunction with local car dealers.
21. BBQ Competition - Sponsor BBQ competition with local restaurants.
22. Reenactments - Sponsor a satire of historical reenactment or battle.
23. Chalk Fair/Competition - Set up chalk drawing competition in the parking lot with a prize from store(s).
24. Senior Walk - Work with local church to help out, coordinate a senior walk “in the mall.”
25. Rock Wall—rock climbing competition.
26. Dog Athletic Competition - Work with local veterinarian or humane society to promote a dog athletic competition in the parking lot.
27. Puppet Theatre - Summer puppet theatre for the kids.
28. Strolling Entertainers - Host strolling entertainers during busy times, holidays, etc. - good impression, makes folks want to come back.
29. Children's activities - free balloon animals, face painting on weekends, holidays. Again, spread good word of mouth and promotes family friendly atmosphere.
30. Coupon Book - Develop a coupon book for the shopping center (similar to the outlets, etc.) - could be distributed to bus groups and/or individuals if so desired.
31. Join the Chambers - advertise in Outlook, Citizen News, YCC Email blasts promoting events and happenings.
32. Holiday Shopping Charity Event - Closed to public. Ticketed event from 9 pm - 12 am - entertainment, coupons, refreshments, portion of the sales support a charity.
33. Brochure or Rack Card - Develop a brochure or rack card and/or event flyers promoting happenings - distribute at area businesses, brochure distribution companies (hotels, timeshares, AAA offices, Military Bases).

34. Press Releases - Develop a "story idea" list and designate someone to develop press releases to generate positive press
35. Develop Partnerships with area Timeshares and Hotels - (Wyndham and Great Wolf Lodge have in-room directories that you can advertise in that are very reasonable. They, in turn, promote their advertisers to their guests). Local timeshares give-away gift certificates in their gifting department for folks that take the timeshare tours. (Wyndham (3 properties - Kingsgate, Patriot's Place and Governor's Green), Kings Creek, Powhatan, Greensprings, Marriott Manor, Westgate and Colonial Crossing).
36. Advertise - in tourism publications (visitor guides) and/or the local papers with special events, etc.
37. Sponsorships – Sponsor local non-profit, social, civic, youth sports, or similar type organization. In return, sponsors typically receive positive publicity and advertisements or logos on websites, collateral marketing pieces, uniforms, etc.

*Notes: The above items are meant only as marketing ideas and are in no way endorsed by York County, nor are the businesses listed herein.
Various County permits may or may not be required for some of the above listed events.